

From edwardj Wed Jun 19 19:24:11 1991  
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Subject: HP New Wave follow-up comments  
Date: Wed Jun 19 19:23:57 1991  
Status: RO

As a followup to our meeting, my view on our New Wave goals with HP:

1. We should get HP as excited as possible about OLE on New Wave.
2. We will use OLE as the wedge in HP's strategy -- as we widen and enhance OLE, they will be pressured to keep up to date with our spec.

As we do this, New Wave becomes less interesting because the base Windows is adopting its functionality, and is winning the ISV mindshare (its API plus the service interfaces we evangelize should win).

End result:

HP puts OLE on Unix for us, allowing us to sell interoperability to corporates (esp. with Unix as application and document servers via OLE). Later, we nuke New Wave off Windows by delivering its abilities in the box with more functional applications from more ISVs. These ISVs have not coded Unix apps, so we win. We have used HP's efforts to bootstrap OLE interoperability in the short term, and gain control in the long term.

My thinking is along a similar strategy for OMG -- get the Unix world to standardize so we can offer interoperability to Unix servers, then nuke them because we win ISV mindshare with our way of doing things. Hopefully it all hangs together.

As a side-note, alot hangs on winning ISV mindshare with a cogent migration path. Cameron's guys are key.

Well, it's a plan, at least! ;-)

Edward

Plaintiff's Exhibit

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